

Message Text

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PAGE 01 TUNIS 04384 190917Z
ACTION NEA-11

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/AMEMBASSY LONDON 1277
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UNCLAS TUNIS 4384

E.O. 11652: N/A
TAGS: BBSR, TS
SUBJ: VOLUNTARY WTDR/FTI: SOCIETE TUNISIENNE D'INDUSTRIE
AUTOMOBILE - STIA

ATHENS FOR RTDO

REF: A) TUNIS 4090 - TO - 0027

1. TUNISIA
OFFICE USE: 2- 723 - 4 - 01
5. SOCIETE TUNISIENNE D'INDUSTRIE AUTOMOBILE (STIA)
6. 19 RUE DE TURQUIE

7. TUNIS
8. CONTACT: MR. BECHIR LADJIMI
9. .4. MOKHTAR CHENITI, GENERAL MANAGER AND CHAIRMAN OF
THE BOARD.
OTHER OFFICERS: MR BECHIR LADJIMI, DEPUTY GENERAL
MANAGER; MR. MOHSEN FRATI, DIRECTOR OF PRODUCTION;
MESSRS TOUHAMI ZMANTAR AND AMOR CHAABANE, COMMERCIAL
DIRECTORS; MR. BECHIR OUAHCHI, DIRECTOR OF SUPPLIES.
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10. PHONE: TUNIS 256-233; SOUSSE 0321244, 0321381,
0321555.
11. TELEX: 12001 TN 12. CABLE: STIA TUNIS.
13. ESTABL: 1961 14. EMPL. 1350
15. VERY LARGE 16. REPUTATION: Y-SATISFACORY
17. RPT DATE: 6/78
OFFICE USE: 18. N/A 19. N/A

21. N/A
22. ONLY AUTOMOTIVE ASSEMBLY IN TUNISIA.
23. 99131/IM IMPORTER OF AUTOMOTIVE VEHICLES IN CKD FORM FOR ASSEMBLY IN STIA PLANT.
24. IMPORTS: FRANCE 50 PERCENT, UK 25 PERCENT, ITALY: 25 PERCENT.
25. FINACIAL REFS: SOCIETE TUNISIENNE DE BANQUE, 1 AVENU HABIB THAMEUR, TUNIS; BANQUE NATIONALE DE TUNISIE; 19 AVENUE DE PARIS, TUNIS.
26. TRADE REFS: FRANCE: BERLIET, PARIS, FRANCE; RENAULT, SAVIEM, BOULOGNE; BILLANCOURT, PARIS, FRANCE; CITROEN, PARIS,FRANCE; PEUGEOT, PARIS, FRANCE; FIAT, TURIN, ITALY, FORD MOTOR COMPANY, ENGLAND.
27. FOREIGN FIRM REPRESENTED: PEGASO, MADRID, SPAIN, BUSES, AGENCY ACQUIRED IN 1974.
28. POST EVALUATION: FIRM WAS CREATED BY A) THE SOCIETE NATIONALE D'INVESTISSEMENT (SNI) NOW CALLED BANQUE DE DEVELOPPEMENT ECONOMIQUE DE LA TUNISIE (BDET), ECONOMIC DEVELOPMENT BANK OF TUNISIA; B) SOCIETE TUNISIENNE DE BANQUE (STB), AND (C) BANQUE NATIONALE DE TUNISIE (BNT), EACH POSSESSING ONE THIRD OF CAPITAL STOCK.
STIA OWNS IN SOUSSE A SITE OF 50,000 SQ METERS ON WHICH AN ASSEMBLY PLANT WAS BUILT COVERING 25,000 SQ METERS. COMPANY RECENTLY PURCHASED ADDITIONAL 200,000 SQ METERS ON WHICH A NEW PLANT CONVERING 30,000 SQ METERS WILL BE BUILT TO PERMIT EXPANDING OF STIA
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PRODUCTION CAPACITY. STIA'S POLICY IS TO CONCLUDE 5 YEAR LICENSING ARRANGEMENT BY WHICH COMPANY IMPORTS AUTOMOTIVE VEHICLES, IN CKD FORM, WHICH IT ASSEMBLES IN ITS PLANTS AND WHICH ARE SOLD ON LOCAL MARKET BY DISTRIBUTORS APPOINTED BY AUTOMOTIVE SUPPLIERS. STIA IS ALSO NOW INTERESTED IN ACTING AS AGENT FOR FOREIGN AUTOMOTIVE SUPPLIERS.
IN 1977, STIA ASSEMBLED FOLLOWING VEHICLES: 1,000 PEUGEOT 304 SEDAN (MAINLY FOR TAXI SERVICE; 3,300 PEUGEOT 404 PICK-UPS; 1,000 CITROEN AMI 8 STATION WAGONS; 500 CITROEN HAK VANS; 500 RENAULT 4 SEDANS AND VANS; 400 FORD UK 8 TONS TRUCKS; 400 BERLIET 10 TO 15 TONS TRUCKS. IN ADDITION STIA JUST ISSUED INTERNATIONAL CALL FOR BIDS FOR 5 YEARS LICENSING ARRANGEMENT TO ASSEMBLE YEARLY 4,000 PASSENGER CARS OF 70 DEVELOPPED HP.
VEHICLES ASSEMBLED BY STIA ARE (A) EXEMPTED ROM COMPENSATION TAX (40 TO 300 PERCENT OF CIF PRICE); (B) SUBJECT TO ONLY 6 PERCENT CUSTOMS DUTIES ON TRUCKS INSTEAD OF 32 PERCENT ON BUILD-UP; C) SUBJECT TO 13 PERCENT CUTOMS DUTIES ON PASSENGER CARS INSTEAD OF 40 PERCENT. ALL EQUIPMENT IMPORTED FOR ASSEMBLY OPERATION

IS TOTALLY EXEMPTED FROM CUSTOMS DUTIES.

STIA VOLUME OF BUSINESS IN LAST 3 YEARS WAS AS FOLLOWS:

1975: 14 MILLION TUNISIAN DINARS (\$ 35 OILLION);

1976: 19 MILLION TD (\$47.5M); 1977: 26 MILLION TD

(\$65M); 1978: 30 MILLION TD EXPECTED (\$75M).

AS STIA IS UNDER TUTELAGE OF MINISTRY OF INDUSTRY, MINES

AND ENERGY, IT IS FINANCIALLY BACKED BY TUNISIAN

GOVERNMENT. STIA IS RECOMMENDED AS A SATISFACTORY TRADE

CONTACT FOR US FIRMS.

29. PREP. JAMEL BEN MILED. APPR. HARRY MONTGOMERY.

MULCAHY

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Disposition Reason:
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